Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

UNCLASSIFIED

PAGE 01 KHARTO 00142 01 OF 02 141250Z
ACTION AF-08

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 /019 W
----------141254Z 041815 /43
R 141211Z JAN 77
FM AMEMBASSY KHARTOUM
TO SECSTATE WASHDC 3394
INFO USDOC WASHDC
USIA WASHDC

UNCLAS SECTION 1 OF 2 KHARTOUM 0142

E.O. 11652: N/A
TAGS: BEXP, SU
SUBJECT: U.S. PARTICIPATION IN KHARTOUM INTERNATIONAL EXHIBITION
JANUARY 19-27, 1978

REF: 76 KHARTOUM A-51

SUMMARY: EMBASSY HAS RECEIVED FORMAL INVITATION
PARTICIPATE IN KHARTOUM INTERNATIONAL EXHIBITION.
DESPITE ANTICIPATED LOGISTICAL PROBLEMS PARTICIPATION
WOULD ENTAIL, EMBASSY RECOMMENDS POSITIVE REPLY.
SIGNIFICANCE AGRICULTURAL POTENTIAL OF SUDAN AND ARAB
DETERMINATION MAKE ENORMOUS INVESTMENT IN SUDAN'S
AGRICULTURE CALL FOR INCREASED ATTENTION BY US TO
TRADE PROMOTION POSSIBILITIES HERE. IN ADDITION,
ON HEELS DRAMATIC IMPROVEMENT IN BILATERAL POLITICAL
RELATIONS, GOS PROBABLY WOULD CONSIDER US NON-
PARTICIPATION POLITICALLY SIGNIFICANT. SPECIAL
REQUIREMENTS KHARTOUM INTERNATIONAL EXHIBITION SUGGEST
DEGREE OF FLEXIBILITY AND INGENUITY WILL BE
NECESSARY, AND EMBASSY URGES USDOC AND USIA WORK
TOGETHER TO ASSURE SUCCESSFUL AMERICAN PARTICIPATION.
END SUMMARY

1. EMBASSY HAS NOT YET RECEIVED REPLY TO REFERENCED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 KHARTO 00142 01 OF 02 141250Z

AIRGRAM WHICH REQUESTED DETERMINATION OF KIND OF USG
PARTICIPATION WHICH MIGHT BE FEASIBLE AND WHAT USG
RESOURCES COULD BE MADE AVAILABLE FOR THIS EXHIBITION.
EMBASSY HAS NOW RECEIVED FORMAL INVITATION TO
PARTICIPATE BY DIPLOMATIC NOTE. WE HAVE REPLIED THAT
POSSIBILITY OF USG PARTICIPATION BEING DISCUSSED WITH
USDOC AND THAT FONOFF WILL BE INFORMED OF OUR

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

DECISION.

2. WE RECOMMEND PARTICIPATION FOR SEVERAL REASONS. FOREMOST IS TRADE PROMOTION. GIVEN AGRICULTURAL POTENTIAL AND ARAB DETERMINATION TO MAKE ENORMOUS INVESTMENT IN SUDAN'S AGRICULTURE (SEE 76 KHARTOUM A-101), SUDANESE MARKET MAY PROVIDE MOST IMPORTANT AGRI-BUSINESS TRADE OPPORTUNITY OF COMING DECADE. THEREFORE, WE SEE TREMENDOUS SALES POTENTIAL FOR AGRICULTURAL EQUIPMENT AND SUPPLIES PLUS CONSTRUCTION EQUIPMENT. SECOND, USG RELATIONS WITH GOS RECENTLY HAVE IMPROVED DRAMATICALLY. FOLLOWING PRESIDENT NIMEIRI'S VISIT TO US, GOS OFFICIALS HAVE CONSISTENTLY STRIVED TO INTEREST AND ATTRACT AMERICAN FIRMS. GOS, WHICH ATTACHES CONSIDERABLE IMPORTANCE TO THIS EXHIBITION, PROBABLY WOULD CONSIDER US NON-PARTICIPATION POLITICALLY SIGNIFICANT. EMBASSY STRONGLY DESIRES USG PARTICIPATION FOR COMMERCIAL AND POLITICAL REASONS. PAO RECOMMENDS USIA PLAN FOR USIS COOPERATION.

3. DETERMINING PROPER MODE OF US PARTICIPATION MAY BE DIFFICULT. PARTICIPATION CRITERIA FOR COMMERCIAL PRESENCE FAIRS PROGRAM (NOW DEFUNCT?) DO NOT SEEM APPROPRIATE OR REALISTIC. STOCKING DISTRIBUTORSHIPS FROM WHICH MATERIALS FOR DISPLAY COULD BE DRAWN FOR ALL PRACTICAL PURPOSES DO NOT EXIST AND VERY FEW AMERICAN COMPANIES ARE REPRESENTED BY MORE THAN LOCAL AGENTS,, THOUGH WE WOULD TRY TO GET AS MUCH COOPERATION AS POSSIBLE. LOCAL FAIR PROCUREMENT AT BEST WILL BE
UNCLASSIFIED

VERY LIMITED. IN SUM, MOUNTING AN EFFECTIVE COMMERCIAL EXHIBITION PROBABLY WOULD REQUIRE SCALE OF EFFORT DEVOTED TO CLASS I EXHIBITION WITH LESS THAN NORMAL LEAD TIMES.

4. POSSIBLY USG COULD PARTICIPATE WITHOUT IMPORTING EXHIBITION SYSTEM (LOCAL CONSTRUCTION OF SUCH SYSTEM IMPOSSIBLE). SUDAN EXHIBITION AND FAIRS CORPORATION HAS CONTRACTED WITH EXHIBIT CONSULTANTS LTD. (UK) FOR "OCTANORM" SHELL SYSTEM FOR EXHIBITORS WHO DO NOT WISH TO PROVIDE THEIR OWN EXHIBIT SYSTEM IN INDOOR EXHIBITION AREAS FOR ADDITIONAL $30 PER SQUARE METER.

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

NNN

UNCLASSIFIED

PAGE 01 KHARTO 00142 02 OF 02 141233Z
ACTION AF-08

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 /019 W
----------141253Z 041661 /43
R 141211Z JAN 77
FM AMEMBASSY KHARTOUM
TO SECSTATE WASHDC 3395
INFO USDOC WASHDC
USIA WASHDC

UNCLAS SECTION 2 OF 2 KHARTOUM 0142

INCIDENTALLY, SAME CONTRACTOR DESIGNED EXHIBITION SPACE AND WILL ASSIST WITH FAIR ADMINISTRATION. SUFFICIENT OCTANORM SHELLS HAVE BEEN PURCHASED FOR ONE OF TWO 2,500 SQUARE METER EXHIBITION HALLS WHICH PROBABLY WILL BE COMPLETED BY OPENING. ONE ADDITIONAL 2,500 SQUARE METER PAVILION PROBABLY WILL BE NEAR COMPLETION AT THAT TIME AND FAIR AUTHORITIES CLAIM IT WILL BE USABLE.

5. LOGISTICS FOR PARTICIPATION WOULD BE COMPLICATED. AS MENTIONED ABOVE, MOST EXHIBITOR PROCUREMENT WOULD HAVE TO BE PERFORMED BY USDOC. SIMILARLY, WITH PORT CONGESTION PROBLEMS IN PORT SUDAN, MANY ITEMS WOULD HAVE TO BE AIR SHIPPED. ALSO, EMBASSY WOULD REQUIRE EXPERIENCED EXHIBITION DIRECTOR TDY FOR FOUR-FINVE MONTHS.

6. ACTION REQUESTED: ON BALANCE, EMBASSY BELIEVES TRADE PROMOTION AND POLITICAL CONSIDERATIONS OUTWEIGH ANTICIPATED LOGISTICAL PROBLEMS. RECOGNIZE THIS EXHIBITION WILL REQUIRE DEGREE OF FLEXIBILITY AND INGENUITY. BELIEVE SUCCESS MORE LIKELY THROUGH CLOSE USIA/USDOC COOPERATION. ASSUMING DEPT APPROVES US PARTICIPATION IN EXHIBITION, REQUEST AUTHORIZATION REPLY POSITIVELY TO GOS INVITATION. EMBASSY WILL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 KHARTO 00142 02 OF 02 141233Z

THEN SUBMIT MORE DETAILED RECOMMENDATIONS RE SIZE AND CHARACTER OF US EXHIBIT. EXHIBITION LAYOUT AND SCHEMATICS OF EXHIBITION SYSTEM ARE BEING POUCHED USDOC.
BREWER

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

UNCLASSIFIED

NNN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977KHARTO00142
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770014-0906
Format: TEL
From: KHARTOUM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770152/aaaabszy.tel
Line Count: 169
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f04671d9-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 KHARTOUM A-51
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3598763
Secure: OPEN
Status: NATIVE
Subject: U.S. PARTICIPATION IN KHARTOUM INTERNATIONAL EXHIBITION JANUARY 19-27, 1978
TAGS: BEXP, SU
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/f04671d9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009